

## **Selling the Fuel-Efficient Tire – A Roundtable for Retailers and Consumers**

November 17, 2008

Davis, California

With high gasoline prices, marketing of automotive products will increasingly emphasize claims of the potential for fuel savings. Tires are no exception. The term “fuel efficient tires” is appearing more and more frequently in advertisements. But what exactly is a fuel efficient tire and how would either tire retailers or consumers know the difference? In fact “fuel efficient tires” do exist as does the potential for substantial fuel savings. This concept is new to the marketplace and could easily become nothing more than advertising hype.

The University of California, Davis is sponsoring a one-day roundtable to share views among companies involved in the retailing of tires, consumer advocates, and regulatory agencies in order to shape a system for introducing “fuel efficient tires” into the marketplace. The outcome of this workshop is expected to influence the State of California and the National Highway Traffic Safety Administration. Both have been charged with developing consumer information systems for fuel efficient tires to allow for more informed and educated tire purchasing decisions.

Participants in this roundtable will discuss the factors that influence the purchase and/or sales of tires in the retail marketplace. What does the retailer know? What does the consumer know? How do they exchange information on needs and recommendations and then reach a deal? Options will be identified and explored on effective means for tire retailers and consumers to consider the potential for fuel savings when replacing their tires. Will consumers prefer learning about savings when they are expressed as dollars, gallons of fuel, both, or something else entirely?

This roundtable is designed to be a “roll up your sleeves” working session. **Space is limited so we are requiring an RSVP.** Some companies and groups have already agreed to participate, including:

Walmart	Natural Resources Defense Council
TireRack	Environmental Defense Fund
Les Schwab	Lawrence Berkeley National Laboratory
Goodyear	California Energy Commission
Bridgestone	NHTSA
Michelin	Consumer Reports

I look forward to seeing you there.



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### Meeting Details

Date: November 17, 2008

Time: 8:30 – 5:00 PM

Location: Putah Creek Lodge Meeting Room

University of California, Davis

**RSVP:** Stephanie Timmons, phone: 530-752-7659 or [stimmons@ucdavis.edu](mailto:stimmons@ucdavis.edu)